



Greetings!

The LaSalle County Historical Society will be bringing back our popular Fall Festival in 2021! After a year hiatus due to Covid-19, the Burgoo Festival will be back bigger and better this year. Our festival will be held October 9th and 10th in Utica, Illinois - the bustling gateway to Starved Rock. Burgoo is one of Illinois' largest and longest running festivals. Each year, more than 375 vendors display their wares. We also have a car show, live music, 50/50, *and* our infamous Burgoo Stew, which is cooked over an open fire beside the historic I&M Canal.

- **Attendance for this two-day festival exceeds 70,000 people!**
- **Our Whova app allows businesses to digitally connect with our attendees, who can be redirected to your business website with just one click!**
- **Several sponsorships include premium booth space at our event so that your business can promote through pre-event advertising, the app, *and* throughout the festival.**
- **All sponsors will be publicly thanked for their contribution to the LaSalle County Historical Society.**
- **Donations fund our operating expenses and educational programs including our one room schoolhouse, which has served over 20,000 local fourth grade students over the past 38 years.**
- **Because the LaSalle County Historical Society is a 501 (c) 3, your contribution is tax deductible.**

We hope to make this 51st Annual Burgoo our most successful to date. Every donation, big and small, ensures that the LaSalle County Historical Society can continue sharing the stories, treasures, and rich history of our county.

Please see attached levels of donation and choose the one that is most beneficial to you. If you have any questions, please feel free to contact me at 815-343-5780 or by emailing events@lasallecountyhistoricalsociety.org.

I look forward to hearing from you!

Thank You,

Amanda Carter

Burgoo Chair



Sponsorship Opportunities

Please indicate preference

- ☐ **\$250 General Sponsorship**
- ☐ **\$500 Kids Area Sponsorship**
- ☐ **\$1000 Blacksmith/Barn Sponsor** – Sponsor our live blacksmithing demonstrations for the weekend by our resident Blacksmith. Sponsorship includes signage outside of our Blacksmith/Barn recognizing your gracious donation as well as acknowledgement in print, radio and on social media.
- ☐ **\$1000 Social Sponsorship** - Your business will be highlighted as a donor on our Whova app. Your logo will be shown near our main stage. You will be acknowledged in print, radio, and on social media.
- ☐ **\$1500 Volunteer Sponsor** - Your logo will appear on our coveted orange “Burgoo Crew” volunteer t-shirts and hoodies. All \$1000 sponsorship incentives are included!
- ☐ **\$2000 Burgoo Tent Sponsorship** - Your business will be featured at our Burgoo tent, and all the \$1000 sponsorship perks are included!
- ☐ **\$3000 Burgoo Apparel Sponsor** - A great way to be a part of our historic 51st Burgoo is with your business logo on our commemorative Burgoo t-shirts and hoodies. All \$1000 sponsorship incentives are included!
- ☐ **\$3000 Transportation Sponsor** - In addition to all the benefits included in the \$1000 sponsorship, your business logo will be featured in our bus transportation *and* you will receive a premium booth at the festival.
- ☐ **\$3000 Main App Sponsor** - Your business will receive all the benefits included in the \$1000 sponsorship *and* be acknowledged as the primary sponsor of our app so that your logo will appear each time the app is opened. 46,000 opens occurred last year! You will *also* receive a premium booth at the festival.